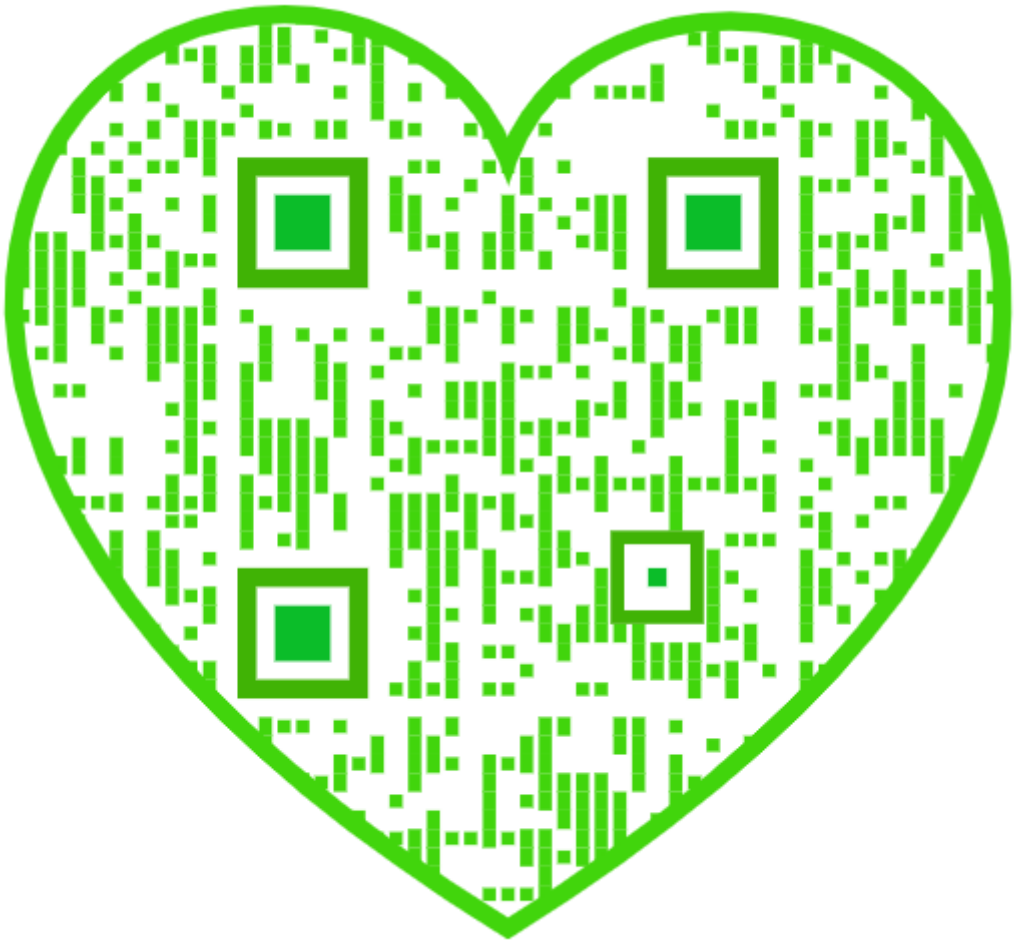
THE TAILORING BOOK

By CHARLES AUSTIN BATES



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No. _____

Issued to _____

The complete service which this book carries with it will be given on demand at any time after the full subscription price, twenty-five dollars ($25.00), has been received by the Charles Austin Bates Syndicate.

This service is covered by the coupon book which accompanies the Tailoring Book. Each coupon book contains: —

1 Coupon entitling the holder to a letter of criticism and advice.

1 Coupon entitling the holder to a plan for changing from credit to cash.

1 Coupon entitling the holder to receive the monthly paper, "GOOD ADVERTISING," for one year.

1 Coupon entitling the holder to a book of store rules such as are used by leading houses.

1 Coupon entitling the holder to "THE SHOW WINDOW" (monthly), for three months.

225 Coupons, each entitling the holder to purchase one single, or half-column, wood-base cut at sixteen (16) cents and postage. Or to double-column or metal-base cuts at the cost stated on the following page.

Only a part of the cuts in this book are made in double and half column sizes. If you want these special sizes, we suggest

that you first send for a list of the numbers of them. The sizes shown are preferable in most cases.

This book and its accompanying coupons are sold and shipped in only one way — by C. O. D. express, all charges collect, or payment may be sent in advance, in which case the book will be sent by mail, postage paid. The extraordinary privileges we extend to our subscribers make it absolutely impossible for us to burden ourselves with the details of book-keeping, collections, etc.

The coupons which permit the purchase of single, or half-column, wood-base cuts at sixteen cents and four cents postage, also entitle the holder to single, and half-column, metal-base cuts at twenty-five cents and twelve cents postage; to double-column wood-base cuts at twenty-five cents and sixteen cents postage; to double-column metal-base cuts at sixty cents and forty-eight cents postage.

When cuts are ordered, one coupon must be enclosed for each cut, and the cash, New York draft, stamps, or money-order to cover the cost of cuts and postage, must be enclosed with the order. Orders without cash will not be filled in any case. We are supplying the cuts at the bare cost of making and handling, and we can not add to our expense by bookkeeping.

We strongly urge our subscribers to select a number of cuts to be sent at one time by express, instead of by mail, as the express charges will be less than postage. In this case remit only the cost of the cuts, and pay the express charges on delivery.

It is understood that all the coupons are void unless used before

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The Charles Austin Bates Syndicate,
Vanderbilt Building,
New York.

THE

Tailoring Book

Edited by

CHARLES AUSTIN BATES

NEW YORK
The Charles Austin Bates Syndicate
1899

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41056
June 23. '99.

How to Advertise the Tailoring Business.

Your advertising, Mr. Tailor, should be designed to gain as many of your competitor's customers as possible, and also to convince the wearers of ready-made clothes that they should wear tailor-made clothes instead — your tailor-made clothes.

A great majority of tailors seem to lose sight of these two fundamental objects of advertising.

Your business is not particularly difficult to advertise.

You do not have to convince any man that it is necessary to wear clothes.

You do not have to compete to a great extent with mail-order houses.

The changing styles and changing seasons are so nearly continuous that there are always plenty of timely things to talk about.

The fact that most tailors do not do very shrewd advertising is decidedly to the advantage of those who do.

Unless you have very unusual competition, or unless you have already been doing extraordinary advertising, you can certainly double or treble your business by taking the right course.

Do not allow yourself to think that yours is an exceptional town, and that a course of advertising that might pay in other places will not pay you.

People are all very much alike. Human nature is the same the world over.

THE FIRST STEP.

A great deal of advertising is unprofitable because the advertisers do not properly prepare to take care of the customers it brings.

The first step in building up a business is to get one's place of business, and goods, and facilities in the proper shape to advertise.

Good advertising won't convince people that poor work is good work.

Advertising is not a substitute for a lack of ability or facilities. It is a profitable adjunct of business only when used as a means of securing what one deserves. If you don't deserve to succeed, you should not advertise.

In telling you how to do good advertising I am assuming that you know your business as well as I know mine —that you can make first-rate clothes, and that your prices are reasonable.

Your shop —that is, the store part of your shop, at least — should be as inviting as possible.

Cleanliness, polite assistants, an abundance of light, a clean, attractive window display, prompt service, etc., are all essential to a thrifty business.

THE NEWSPAPERS.

The most of your advertising should be newspaper advertising.

"Scheme advertising" sometimes pays the schemer well and sometimes poorly, but it never pays the advertiser.

By scheme advertising I mean the race-track score card, the church and theater programs, ads on grocers' paper sacks, and hotel registers, and dodgers thrown from a bal-

loon, and just a thousand and one other propositions that are being continually presented by promotors of charity as well as by cosmopolitan fakirs.

Absolutely every man who wears tailor-made clothes, or who can be induced to do so, is a reader of his home paper, or of several of them.

And all men read many ads — the good ads and many of the poor ones.

Your ads will, if placed in good newspapers, get all the attention they deserve.

BOOKLETS AND CIRCULARS.

It is sometimes advantageous to supplement newspaper advertising with a booklet and an occasional circular.

About four times a year it will pay you to send, by mail, a neat circular to all of your regular customers, and a carefully selected list of possible customers.

In this way you get at people with a sort of a personal talk. Of course a circular is n't personal like a letter is, but it has the effect of making the recipient feel that he is one of a comparatively small number of fashionable dressers.

Each circular should be illustrated and handsomely printed. It should tell about the styles for the coming season, and quote a price or two.

In lieu of one of these circulars, it is an excellent plan to issue a handsome little booklet. That will enable you to tell considerable about your business, and the new styles, and to present a variety of reasons why it will be mutually profitable for the reader to patronize you.

Such a booklet should be illustrated. It should show some of the new styles, and have a striking cover design.

It is very rarely the case that a country town printer is competent and adequately equipped to print a booklet as it should be printed. And careless printing misrepresents a tasty tailor.

WHAT TO SAY.

The best ads are those which give the kind of information that a customer usually asks for when he calls on you.

Give news and advice, and quote prices, and tell exactly why you can do better work than other tailors can.

Be explicit. Go into details. Don't be afraid of saying so much that people won't read it, so long as you use simple, straightforward language, and tell plain facts about your suitings, and facilities, and the prevailing styles, etc.

Don't simply tell people that you have the proper thing for a fall suit, and that your price is thirty dollars.

Tell what the proper thing is, and why it is the proper thing. Tell who the makers of the cloth are, and where they are. Tell who sets the fashions. Speculate a little as to how long the new style of frock coats will remain exactly correct, and how the "second edition" may alter their aspect.

People like a little prophecy, even if it does prove a little inaccurate. And they want to be told a good deal about what to wear.

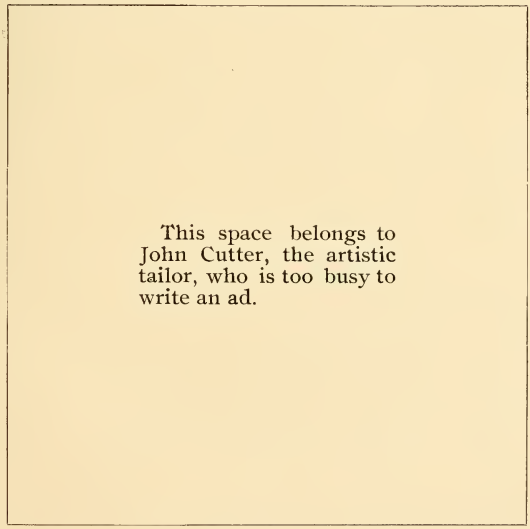
Because you know what the correct styles are, you must not assume that all possible customers know also. Most men do not have the time nor inclination to study fashion journals. They depend largely upon the information to be found in newspaper ads, and the tailor who gives the most specific information in his ads is the one who gets the most business.

Of course you may tell lots of people lots of things that they already know, but that will impress them with the idea that you thoroughly understand your business. That is just what you should do.

When you are writing an ad, just imagine that you are writing a letter of advice to a friend of yours, who is extremely ignorant, so far as dress is concerned.

The sort of advice you would write to a friend, under such circumstances would be just the right kind of matter for an ad.

Each ad should be an ad — not a ridiculous apology like this : —



This sort of nonsense is very common among all classes of business men, and has a good deal to do with the rather popular idea that successful advertising is purely a matter of luck.

Most business men are not so busy that they can't find the time to write their ads, and if they are too busy, or if they do not feel qualified to write good ads, they can well afford to employ an ad writer.

It is often the case that a merchant will use as many words, in explaining that he has n't time to write an ad as would be necessary in telling something worth while about something he has to sell.

HOW MUCH TO SPEND.

A great many people fail to make their advertising profitable because they try to follow set rules. They go about it mechanically.

There is no rule or set of rules that will positively insure success in advertising. All kinds of success depend upon individuals. One must carve out his own course as he goes along. Plans for next month that seem all right now may need material alterations between now and the first day of next month.

An advertising campaign that would bring great prosperity to one tailor might have to be entirely remodeled before it would be adapted to another tailor's business.

One tailor became a president of the United States, but it is highly improbable that the emulation of his tactics would put another tailor in the White House.

One must "size up" his own condition and the possibilities before him, and make his plans accordingly.

Some advertisers make a mistake by deciding in advance just how much they will spend during a coming year.

Sometimes such a course results in the spending of more money than the business warrants, while very often it results in not spending enough.

You should make definite estimates and plans, but you should not make an unalterable plan.

If you should start in now with a much better grade of advertising than you have done heretofore, you certainly could have no very accurate idea of how much money you can profitably spend during the coming year.

Doubling the quality of your advertising may make it pay several times better. And if it should pay several times better, it would then be wise to increase the quantity.

Do not use the same amount of space each day or each week. Every issue of your paper should contain your ad, but you should use a large or a small space, according to what you have to say.

Some days you will have a good deal to say. Other days you will have but little to say.

You should not write matter to fill a given space. You should write what you want to say, and then tell the printer how you want it set. The question of space will decide itself.

A large ad occasionally will pay, although the immediate, direct returns may not seem to warrant it.

If you usually use small ads, try an occasional half or whole page. A splurge of that kind makes a lasting impression. It will cause many people to read your small ads that follow.

Whenever your advertising is paying well, it is time to try an increase. You can never know what sort of possibilities are before you unless you take that course to ascertain.

The vast majority of business men do not spend enough money for stationery. Your letter-paper and your bill

heads are a part of your advertising. If they are poorly printed, they make a bad impression. If they are too cheap, they will convey the idea that you may buy suitings that are too cheap. Carelessness in one respect generally implies carelessness in other respects.

High-class stationery, handsomely printed or lithographed, will do a great deal toward winning the custom of critical men.

DISPLAY.

Well-written ads are often seriously impaired by being badly displayed.

The best kind of display is the kind that looks inartistic to the average country printer. It is the simple, easy-to-read kind. If you require him to set good ads, he will adjudge you a crank, but you should not mind that.

A strong head-line, and a heavy, plain rule border, and a fairly prominent signature should constitute the display part of an ad. The rest, save illustrations, should be plain reading-matter in one size of type.

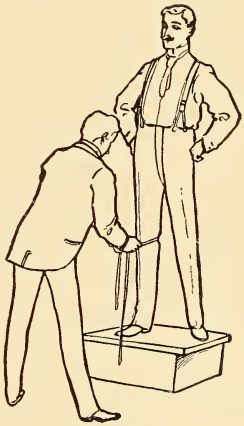
There are some very extensive and successful advertisers who use no display at all, but that does n't prove that that is the best plan. Argument is just as forceful when set in small type as in large type, but not so many people will see and read it when it is set in small type.

An ad must be prominently displayed to attract attention, and it must be logically written to bring business.

Too many display lines are worse than none at all. They make an ad difficult to read.

For a small single-column ad here is the best possible style of display : —

WHEN TAKING YOUR MEASURE



we will act upon any individual preferences you may have.

If you prefer to leave the whole matter to us, we will give you what is absolutely correct. We will answer any questions, and give advice upon any point.

A slight deviation from the requirements of Fashion does not necessarily make one conspicuously incorrect in dress, but it often adds materially to one's comfort. You 'll get exactly what you want if you come to us.

The Williams Company, Tailors.

This ad is pointedly illustrated and well written.

It certainly implies that The Williams Company is a firm of competent tailors ; and it makes the point clear that the man who likes to dictate a little, will be treated

considerately, that there will not be an effort made on the part of the tailors to convince him that he will be satisfied with what he knows he does not want.

It also gives the right kind of assurance to the man who wants to be faultlessly dressed, but who does not know exactly what Fashion requires.

It is often the case that a tailor, when taking a measure, will ask his customer if he wants the legs of the trousers made the same size as the ones he has on, or a little larger or smaller. If the customer does not know whether, to be correct, they should be larger or smaller, or the same size, he is very likely to wonder if the tailor knows. Before asking such a question, the tailor should offer a little advice on the subject.

IN OUR TAILOR SHOP

you 'll find a very elaborate variety of fall and winter suitings.

And you 'll find workmen who are competent to make up any of these suitings exactly to your liking.

We do not employ cheap tailors.

We do not handle any goods that could possibly depreciate our excellent reputation.

We can not compete with sweat-shop, ready-made clothes when price is the sole consideration; but when style, and fit, and wear are duly considered, we can and do compete with all ready-made goods, and all other tailors.

HOMAN & JACKSON, - Tailors.

This Homan & Jackson ad shows an excellent style of display for a small double-column ad. It could hardly be improved upon.

THE USE OF CUTS.

At the present very low price of cuts you can well afford to use a new cut in each new ad.

A cut does n't cost nearly as much as a fair-sized space in a newspaper, and it makes the space much more valuable.

Practically all the big advertisers use cuts liberally.

Many of the great department stores employ their own artists, and make many new illustrations daily.

A picture puts life into an ad, and life always arrests attention.

A striking picture is sure to be seen by nearly every reader of a paper. And it will cause many people to read the accompanying talk about your business.

WINDOW DISPLAY.

Your window should receive a great deal of your attention.

No matter how well and how extensively you advertise in the newspaper, and how good and how cheap your work is, you can make your window display bring you considerable business that you can not get otherwise.

Tailors pretty generally have good displays, but they are not, as a rule, changed often enough.

You should not only change often, but make each display as radically different from the preceding one as possible.

No matter how good a display is, it will fail to be very effective if left unchanged for many weeks.

Every piece of cloth shown should have a price card on it, telling the price for making a suit or overcoat from it.

There should be no secret about your prices.

If you do not show prices in your window, of course some people will come in to inquire the prices, but not all who would like to know will do so. Many men will stop a moment to look at the display and pass on without remembering anything in particular, while a price card will usually leave a distinct, lasting impression upon the mind of the casual observer, distinct enough to bring him back later when he gets ready to order a suit.

Ready-Made Ads

The following pages of ready-made, illustrated ads will be found invaluable. They are so varied that something appropriate will be found for almost any occasion.

You can use the cuts with the matter as shown, or the cuts with original matter of your own. Again you will find the ad matter, with or without alterations or additions, suitable to use without the cuts if you so desire. All sorts of combinations of cuts and matter can be made.

When you want cuts, order them *by number only*. The prices and postage rates appear on inside of front cover.

These ads are printed on one side of leaves only, with plenty of room below them, so that you can add prices, signature, etc., and then tear out the page to send to the printer. Thus the preparation of a daily or weekly ad of the very best kind is a matter of only a few moments' work.

No. 1003.

One of Our Overcoats

over that business suit of yours will make you look stylishly dressed whenever you go upon the street.

And you can not get so much style in a coat by going elsewhere.

Other tailors can not duplicate our work under any circumstances, while ready-made coats are not to be compared at all.

No. 1029.

A Woman's Inspection

of a man's clothes may be casual, but it is sure to be critical.

And the clothes we make — the only perfectly made clothes — are the kind that will stand critical inspection from any point of view.

No. 1033.

Who's Your Tailor?

The cloth and linings that go into the garments I make are the best I can find. I don't believe there is another place in America where the workmanship is more carefully or conscientiously attended to. Besides getting the best qualities, you get a perfect fit, perfect style, and all at ——.

No. 1070.

MADE TO ORDER
The product of a Factory Made by Machinery
The creation of Brains Artistic Study and Handwork
READY MADE
AN OBJECT LESSON

If All the Men in the World

were of the same height, breadth, and stoutness, there would still be differences in their figures which would show only too plainly in a ready-made suit.

It 's impossible to fit a man perfectly unless the clothes are made for him alone. Be a made-to-measure man. Let us make that summer suit. Prices right, of course.

No. 1078.

The Little Togs
Are Important,

but very unimportant as compared with the coat, and waistcoat, and trousers.

You should have the kind of tailoring that we do. It is so good and so moderate priced that you can not afford to wear any other kind.

No. 1095.

Every Time She Helps You

put on your coat, she notices the make, material, and fit of your clothes. You can't fool a woman. She may not appear to care how a man dresses, but she does. If you wear ill-fitting, poor clothing, she 'll pity you, and decide you 're stupid for not being able to see that a tailor could make you a swell outfit that would outlast two or three ready-made suits.

No. 1100.

The Fit Is Perfect

in the clothes you buy from us. We won't send a garment out that does n't give complete satisfaction to a customer. It would n't pay us. We want your trade for more than one suit of clothes, and we will have it after one trial, if right goods and right prices mean anything.

No. 1156.

The Passport to Society

is correct attire. The cost of a fine wardrobe, however, has been a bar to many a brilliant man's social progress. That bar is now removed. We have taken it down. There is no philanthropy in our action. It is purely business. We take this way of introducing ourselves to those with whom we have never had dealings. Our new Stock of Woolens is now ready for your inspection. The low prices will surprise you.

No. 1158.

The Hang of the Coat

tells the public whether we made it or whether it is a "just-as-good" ready-made garment.

And we know what you want the public to think.

If you take the hint, we 'll charge you $——.

No 1159.

The Goddess of Fashion

never dreamed of a man attired in a more trim and perfect-fitting dress suit than the ones we are making at $ ——

The price seems low, but we guarantee the suits to be equal to the highest-priced ones ever worn in this city.

No. 1166.

When Going Abroad,

or to the seaside, or to your country home, what sort of a suit are you going to wear?

Whatever you want, we'll make, and we'll make it better than any other tailor can.

No. 1197.

Cupid Likes Neat Togs.

The man who desires to employ cupid's services should employ ours first.

We make the kind of clothes that the women admire, and surely that 's the kind you want.

Special prices just now.

No. 1212.

Solomon in His Glory

did n't have any such clothing as we are prepared to show you. Our stock of goods is the handsomest we ever had. The very latest designs and colorings, and not high-priced either. That 's one of the best features.

The prevailing styles are the ———. We make them in all desirable goods, and with more real value crowded into each dollar of price than you ever saw before.

No. 1225.

Mr. Business Man,

why is it that as you grow old, your business is waning? You fancy that times are bad and that you have n't the energy you used to have.

But it is quite possible that the trouble lies partially in the fact that you neglect to advertise yourself as a prosperous man by wearing dressy clothes. The young men who put on lots of style are getting the business away from you.

No. 1252.

A Favorite Remark

of young men of limited means is: "If I could afford it, I'd always go to a tailor." Now a suit of clothes we make will last twice as long as a ready-made, and more than pays for itself in the satisfaction it brings. As for prices — put ours and the ready-made man's side by side, and it 'll be hard to tell them apart.

No. 1253.

It's a Man's Duty

to dress well. He owes it to society and to himself. If he should give up every pleasure in order to be well clothed, he would be the gainer by it. A well-dressed man is usually a successful man. People listen to him respectfully. He has more chances in life than a shabby fellow.

The men for whom we make clothing are well dressed in every sense of the expression. Style and fit are faultless, workmanship perfect, prices low.

No. 1254.

Read the Ad

of every tailor in the paper. Go to each one. If you are perfectly satisfied with his clothes, and the price he asks, all right. If not, come to us. We want to make clothes for those who will be satisfied with nothing short of perfection. If you 're one of that kind, we 'd like to see you.

No. 1256.

The Clothes We Make

fit the man as the feathers fit the bird. The make, style, fit, finish, and prices are all perfect. Our spring stock is now awaiting your inspection. Be glad to see you any time.

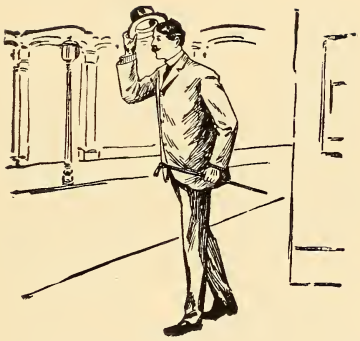
No. 1278.

The Wisest Man Who Ever Lived

said, "Costly thy habit as thy purse can buy." Shakespeare knew that the world consciously, or unconsciously, always judged people by the clothes they wore. The same thing is done to-day, and the judgments are not usually very far from right. The man who will wear ill-fitting, old-fashioned, and poorly made clothes, when we are anxious to supply him with perfectly made swellness, at a low price, deserves to be thought careless, ignorant, and unintelligent.

Let us talk to you about spring suits.

No. 1318.

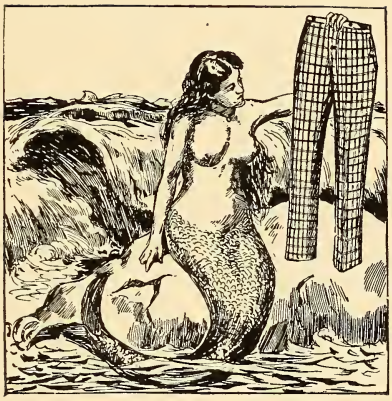


The Least Expensive Dress

is that which is made of good material, and in style. A suit of this kind will wear, look, and feel better than a cheap suit. It 's one that you will not be ashamed to wear anywhere — one in which you will feel perfectly at ease when you meet your friends.

Come in, and talk to us about it. Prices lower than you think.

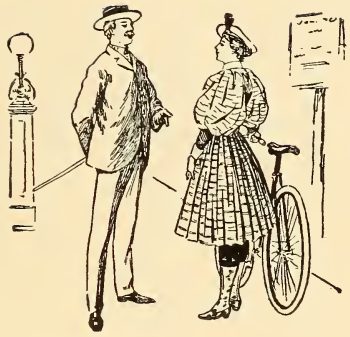
No. 1338.



Just the Thing.

That's what we want you to think when you get anything here. We aim to give such complete satisfaction that every time you want anything in our line, our name will immediately occur to you. We bring this about by having the nicest stock of suitings it is possible to get, and by charging moderately for the making.

No. 1361.



A Business Suit

displays as much good taste (or lack of it) as a dress suit.

Your suit should be in keeping with the prosperity that you feel you deserve.

It should be made by us to be made just right.

No. 1362.

"Fine Feathers Make Fine Birds."

There's a great deal of truth in that statement. Many a fine-looking man owes his good looks to his tailor. Good clothing straightens up a man. The nicely dressed man holds his head up and walks erect.

If you think, as we do, that only the best clothing is good enough for you, come and see us.

No. 1367.

Low Prices.

Many people shout "low prices." The prices are low — so is the quality of the goods. We say "low prices," and we back up the statement with a good, strong reason. We can make the best clothing — make it as well as it can be made — at low prices, because our expenses are light, and we have many patrons. There 's no use throwing money away — there 's no use paying any more for perfection than you have to. We 'd be glad to see you at any time.

No. 1394.

In the Coat Collar

lies much of the trim effect (or the lack of it) to a whole suit. Many tailors who do work that is otherwise good, "fall down" when they try to make a neatly setting coat collar.

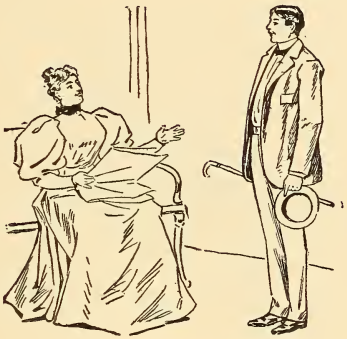
We guarantee satisfaction in this respect as well as in all others.

No. 1398.

Tailor-Made Clothing

is the only clothing which is economical. It fits better, therefore looks and feels better. The clothes are made for you only — not for any one of a thousand who will buy them. Enough time is spent in their manufacture to insure perfection. They are not turned out by the hundreds. Every detail has attention. The result is goods which look well, wear well, and feel well.

No. 1400.



Please a Woman

perfectly, and you may be sure you have done something. Tailors have something more formidable to contend with than the fancies of a man. They must please his mother, his wife, his sisters, and his cousins. If they don't, the man never comes back.

Our system of work, to which we credit our success, is attention to details. Little stitches carelessly taken will spoil the appearance of the handsomest goods. Rotten thread will rip as soon as it is touched. We attend to details. We never lose customers.

No. 1420.

A Suit That Looks Well

when one is standing does n't always look equally well when one is sitting. It depends upon the tailor.

The suits we make are cut in such a perfect manner that they hang well in any position.

Try us.

No. 1459.

If You Would Be

Bound to a Woman,

you must wear good, tailor-made clothes. Women do not excuse negligence in dress; because it is of such great importance to dress well, and it costs but little.

We would like to take your measure at any time.

No. 1478.

A Well-Dressed Young Man

is eligible to good society almost invariably.

The fact that a man is well dressed is the best kind of an indication that he is a man of worth, while smart, prosperous men who neglect personal appearances are often misjudged.

It will pay any man to have us make his clothes.

No. 1487.

Whose Clothes are you wearing

A desire for exclusive styles is easily gratified here. We clothe men satisfactorily in every respect. Our prices are not high, and if they were, it would be worth while to pay them to get such perfect satisfaction. A well-fitting, durable, stylish suit at a reasonable price is all that any man wants, and it is what every man gets who has us make it for him.

Bring Your Boy,

or your husband, or your brother. Whoever it is, we guarantee perfect satisfaction. Every stitch we put into a garment is perfectly placed. The small things have the same attention as the large.

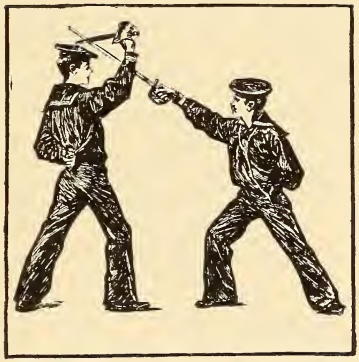
We have a fine stock of goods, both foreign and domestic.

No. 2188.

The Signal

for action is now up at our tailor shop. It is that $20-price ticket on those $25 spring suitings.

If you want a suit, you 'd better be an "early bird."



Always Prepared.

Uncle Sam's sailors are very unlikely to be obliged to fight hand-to-hand ; but they can if they have to. Preparedness for any sort of emergency, any time, anywhere, is one of the most valuable characteristics of our army and navy.

One of the secrets of our business success is that same quality. We are always ready. We keep suitings that are right up-to-date, and we keep posted on the slightest changes of styles. We are ready to take your measure right now.

No. 3503.

When the Traveling Season Arrives,

you 'll probably wish you had ordered your outing suit sooner. Most people are inclined to wait until the last minute, and then hurry us. Of course we like to hurry, but we can give better satisfaction when we are not rushed too hard. We would like to take your order and your measure now.

No. 2820.

The Tailor-Made Man

is invariably the man of brains. And because he has both good clothes and good brains, he is universally admired.

You have the brains, and you ought to have us make up one of our $—— suits for you.

No. 2834.

Just Out of a "Bandbox."

That's the way you'll look if we do your tailoring.

And you'll continue to look that way for a long time, because we make suits so carefully that they hold their shape well, and do not need frequent pressing.

No. 2837.

When You

See Dressy Men, —

men who look unusually dressy,—you may depend upon it that we do their tailoring.

The "400" and lots of others are our customers.

No. 2842.

A Man Inclined

to Be Stout

can not depend upon an ordinary tailor to make a gracefully hanging suit.

If you think extra skill is required in making a suit to fit you properly, you should certainly come to us.

No. 2847.

Different People Have Different Tastes.

You 'll notice that the people who are generally accredited with the best taste in every respect are the ones for whom we make clothes.

Your taste is O. K., of course.

We 'll charge you $—— for the suit you ought to have.

The Fit around the Collar

of a coat is what displays the skill of a tailor. The coats we make hang perfectly, and have a trim, dressy appearance that is away beyond the ordinary tailor.

No. 2888.

Those Swell Hot-Weather Trousers

probably cost less than you think. The material, although durable, is cheap, and our moderate price for the making puts these aristocratic-looking garments within reach of the clerk as well as his employer.

No. 2889.

During the Hot Weather

you should wear one of these $—— suits. We make them on short notice and guarantee a perfect fit.

Let us take your measure to-day.

No. 2897.

Certainly,

but second-grade tailoring isn't. You can't afford the "just-as-good" kind of suits that other tailors are offering to make for one-half our prices. They're dear at any price.

No. 4200.

Comfort and Style.

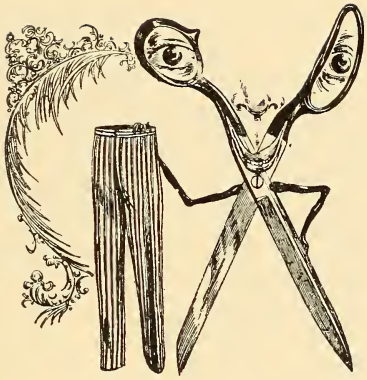
Those two don't always travel together, but you 'll find them in one of our made-to-order suits for $ ——. We try to give perfect satisfaction to every one in every case. If we knew you would never come back to us, we would do as good work as if you were a regular customer.

No. 4201.

A Ripped Coat

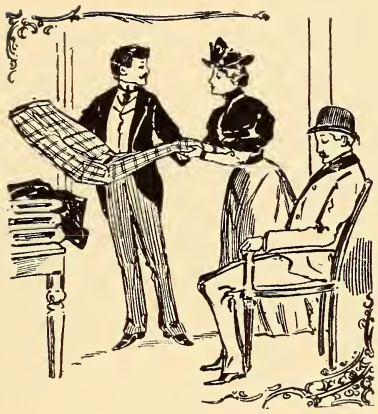
is the sign of a poor tailor, and it 's better to wear ready-made clothing than to patronize a poor tailor. A good tailor works so carefully that when he puts in a stitch, it 's there to stay. He sees that all his materials are right, from the cloth down to the thread used. He gets results. He gets patrons. He is successful because he is honest, and gives satisfaction.

We would be glad to make you one of our patrons.



Critical Examination.

We want you to examine critically every garment we make for you. We want you to look at the seams and at the buttonholes, and at every part where it could possibly be slighted. Test it in every way — strain it. If it is not just as we said it would be, if it is not solid material, honestly put together, let us know about it, and we 'll make things right.

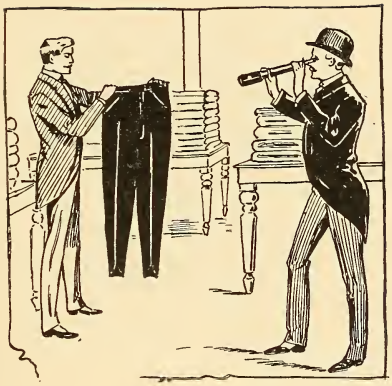


The Power Behind the Throne.

If we please My Lady, that is sufficient. If we make a suit which meets with her entire approval, we have done a good job. She notices things a man would never think of — she knows where slights may be made without their being apparent to the casual observer.

We aim to please a man's wife as much as we do to please him. If we did n't succeed, we could n't have the patronage we have. If we had n't that, we could n't make these prices : —

No. 4205.



Getting on the Inside.

The outward appearance of tailor-made clothing is usually quite good, — that depends on the tailor, — but it's the inside that should be taken into account. That is what you want to examine, and carefully, too. That 's the place where the wily tailor — if he be dishonest — makes money for himself, and makes his patron lose money. Pretty nearly time to think about that fall suit, isn't it? Not quite so busy now as we will be later. Have more time to be sure everything is perfect. Drop in and examine the fall suitings.

No. 4206.

Pretty Busy Now.

Many patrons, waiting to be measured for their fall suits, but we will be busier later on. The best work, the freshest goods, and the lowest prices draw the crowd here.

You can't afford to get along with that old suit; we can't afford to let you. It will pay both of us to do business together.

We think our fall suitings are the prettiest ever woven. Come, and see what you think. "Examination 's free."

No. 4207.

Reckon It Up.

You can easily afford a new suit, and you need one just now. Your fall suit is getting a little old.

We will make you a suit for from —— to ——. It will be stylish, and finely made. You may see the suitings any time you care to come in. If you don't like them, you 'll not be importuned to buy.

No. 4208.

Style and Fit

is a man's first consideration when he is about to buy a suit. Price is the next. We have studied both very closely, and we are prepared to make you a first-class stylish suit for $——.

The Way It 's Done.

Candles are made by pouring wax into molds of uniform size. Ready-made clothing is made by the same process. The molds are the size of the average man. If you happen to be the average size, maybe you can get satisfaction at a ready-made clothing store. In any event, there is nothing so wholly satisfactory as tailor-made clothing made by a good tailor. We don't say this because we are good tailors, but because it 's true. How about the spring suit? The cloth 's here.

No. 4210.

Hit or Miss.

Ready-made clothing may hit you, and it may miss you. It all depends on you. Tailor-made clothing hits you perfectly—fits smoothly across the shoulders, has the right roll in the lapels, trousers don't wrinkle. You can tell a tailor-made man as far as you can see him. He trails style and elegance right along in his wake. When you're ready for the spring clothing, we're here, and the cloth's here. We won't need anything but you.

No. 4211.

There 's the Cloth,

here are we; where are you? We have the ability, material, and desire to make you the nicest fall suit on earth. We will guarantee perfect satisfaction. We 're not going to tell you how we do it, because we have n't time. But we guarantee satisfaction in every respect, and will prove this any time you will let us.

No. 4212.

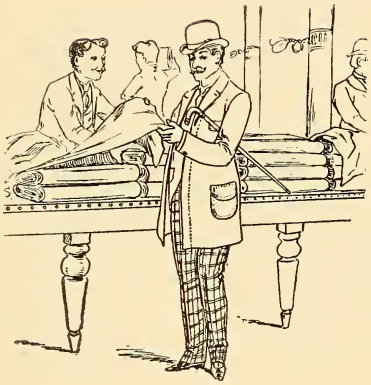
Keep On!

Smoke up a dollar a day, and then go about in an overcoat full of suggestive creases and the subtle perfume of the wily camphor ball, talking about the expense of new clothes.

While we are here, making the clothes we do, charging the prices we do, there is no excuse for a man's — no matter what his financial standing — wearing old or ready-made clothes.

Think it over, and smoke less-expensive cigars for a while.

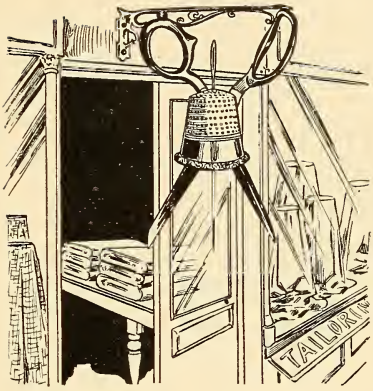
No. 4213.



The Art of Dressing Well

is really a science. It needs study and thought — much more of it than the average man can afford time for. And right here is where we make ourselves especially useful. You need only to select the cloth, we will attend to the rest. We study each one of our patrons. We know the style most becoming to the stout man and to the tall man. This knowledge is at your disposal at any time.

No. 4214.



If You 'll Just Drop in

when you 're on our street, it will give us pleasure to show you the finest line of fashionable fabrics for summer clothing that this town ever saw. We like to show them — we 're proud of them.

When you see them and learn how little they cost, "You 'll very likely conclude that it 's the wise and economical thing to give us an order for a suit. Come in, anyway, any day.

No. 4215.

We Stand By

every bit of work we do. If unsatisfactory, we are here at any time to make it satisfactory. An unsatisfied patron would worry us more than the unsatisfied patron would be worried. We have a standard to which we adhere unflinchingly — that standard is to do the very best work at moderate prices — to keep every one who once comes to us, and above all, perfectly to satisfy every one.

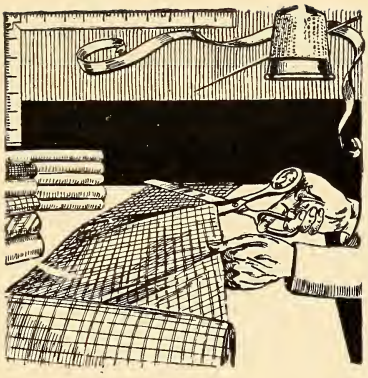
No. 4216.

Sewing on Trouble.

There is an old proverb to the effect that every time you have a button sewed on the clothes you are wearing, the sewer sews on trouble. Whether this is true or not, it certainly TAKES trouble to sew up rips and on buttons.

Good work won't rip — buttons well sewed on won't come off. We try to do good work. We are ready at any time to make good any deficiencies. We want your patronage.

No. 4217.



No Better Fabrics

ever met a tailor's shears than the elegant and exclusive suitings we have selected for the spring and summer seasons.

Every piece represents the best value and the latest patterns the market affords, sure to give satisfaction and to prove durable and economical.

Come in, and decide which piece you want your new suit cut from.

No. 4218.

Perfect Measurement

is the secret by which we are enabled to give our patrons absolutely perfectly fitting clothing. We know how to measure you, and we know how to cut the cloth to the best advantage. We know the tailoring business thoroughly well.

It 's in the Make;

there 's where the secret of success lies in tailor-made clothes — in the make. A tailor-made suit is man's individual property; he has the satisfaction of knowing that it was made for him alone. The fit and style count for more than anything else. If these are wrong — the whole will be wrong.

We are noted for the elegance, style, and trimness of the work we turn out, and for our moderate charges.

No. 4220.

You Can't Be Santa Claus

in an ill-fitting suit of clothes. You won't look the part. A Santa Claus that bags at the knees does not inspire respect.

Don't let your family be ashamed of its Santa Claus. Come to-day, and let us measure you for a suit that will brace up your self-respect.

No. 4221.

Times Change.

Fashions change continually with a tailor. With the ready-made clothing man they change whenever he finds it convenient to buy new stock. A man can be perfectly sure of entire clothing satisfaction at a tailor's only.

There are no two men alike. In one there is a little defect here, in another it is in an entirely different place. Tailor-made clothing is the cheapest in every way man can figure.

Style, satisfaction, finish, and elegance may be had for $———.

No. 4222.

The Tailor-Made Man

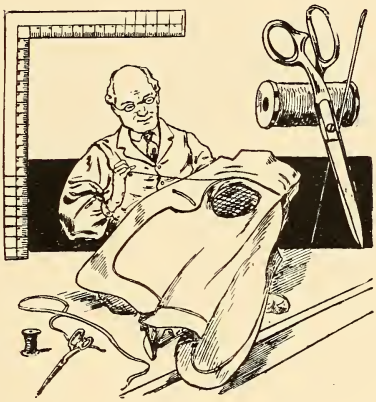
is going to get better clothes from us during the coming season than he ever has before. He 's going to get little better cloths. He 's going to get little better linings and workmanship. We can't give him any better fit than we have in the past. We 're going to do something else. We 're going to try to cut our prices a little bit closer.

No. 4223.

A Man Who Has His Clothes Made Here

never permanently forsakes us. He may go once to a ready-made clothier, but he gets dissatisfied, and comes back to us. We want the man who wears ready-made clothing to come here for one suit. We promise him clothing perfection at moderate prices.

No. 4224.



A Careful Tailor

is what every man is looking for, and what every man will find here. We don't tolerate carelessness in our store. If you get a suit of clothes from us, you can depend upon its being thoroughly made, inside and outside. The style and quality are right. So is the price.

No. 4225.

Dress Well.

It is poor economy to go around in ill-fitting, ready-made clothing when you can have a suit made to order for the same price.

A tailor makes it his duty to remedy your bad points, while the ready-made suit is cut from one model, and must serve all. A tailor has the advantage as to style, because ready-made clothes are made up at the beginning of the season, and thus they miss the latest and ever-changing fads.

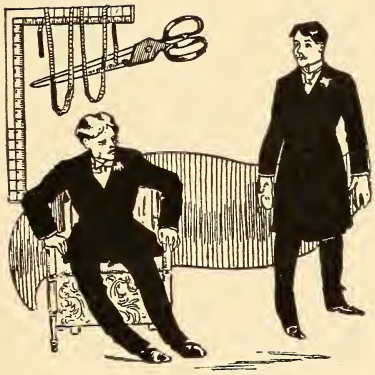
No. 4226.

When You Know

Where to Go

for your work, you find that well-made clothes cost no more than most poorly made clothes. We employ only the most thoroughly trained operator. We use only the best material. We charge only living prices.

No. 4227.

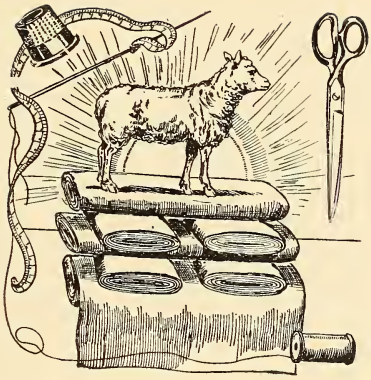


Appearances.

If you want to make a presentable appearance at home or abroad, you need the services of a good, reliable tailor. Remember no two men are built alike, and ready-made clothing can not give you perfect satisfaction for this reason.

Every man has a peculiarity of his own; and unless he has this taken into consideration, his clothes can not possibly fit him.

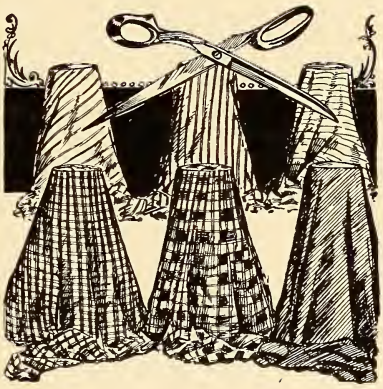
No. 4228.



Genuine Wool.

We don't have anything to do with the half-wool cloths that look so well when new, and so badly when subjected to a few weeks' wear. We can't afford it, and neither can you.

No. 4229.



A Large Variety of Goods

is here waiting your inspection and approval. All the best goods in the newest weaves and colorings. We will make you a made-to-measure suit from our stock of goods for $———. We guarantee a perfect fit and perfect finish. If you want a suit for good, solid wear, it will pay you to get one of these.

No. 4230.

An Object of Admiration.

Good clothes mark a man wherever he goes. They are the basis upon which people form their estimate of him.

You are not well dressed simply because your clothes cost a lot of money, or because the material in them is good.

Your clothes must fit you, be a part of you, and become you.

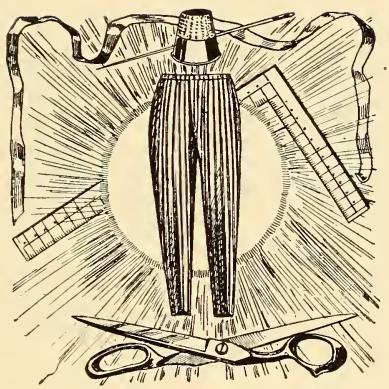
They can't do that unless they are made for you, by just such artistic tailors as we are.

No. 4231.

We Can Handle Shears Skilfully.

Every man in America would have his clothes made to measure if he fully realized how much more comfort, more style, and more money's worth he gets when he buys his garments that way. It is n't odd that a man who has once worn a made-to-measure suit hardly ever goes back to a ready-made one.

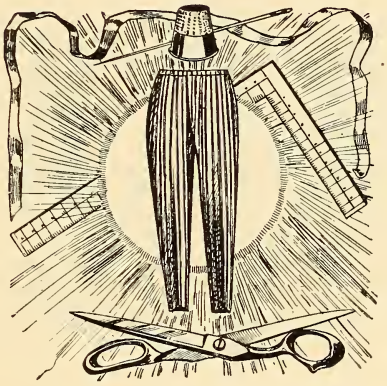
No 4232.



An Extra Pair

of trousers for spring days. Is n't that just what you need? It will brighten up the coat and vest you now wear, so that the combination will look like a new suit. Remember that our trouserings are select, that we give you a good fit, and that they will be in the latest style.

No 4232.



An Extra Pair

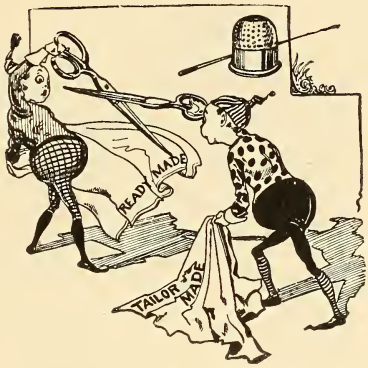
of trousers for spring days. Is n't that just what you need? It will brighten up the coat and vest you now wear, so that the combination will look like a new suit. Remember that our trouserings are select, that we give you a good fit, and that they will be in the latest style.

No. 4233.

The Success of Our Business

depends upon the way the cloth is cut. We have the best cutters that we can find. We save money by cutting the cloth without waste, though we are generous in the use of it where we should be. On the cut of the garment depends the style. That is why our made-to-measure clothes fit well, and are reasonably priced.

No. 4234.



Dressing Well

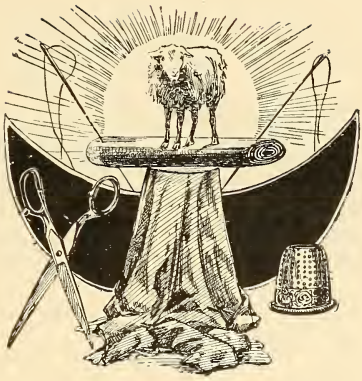
is an art, and the man who has his garments made to measure by us has found the key to that art. It does n't require any arguing to show you that you can get a better fit and more style in a suit or an overcoat when they are molded to you.

No. 4236.

It's Risky

to get your clothes made by a tailor who doesn't know his business thoroughly. We are wide-awake enough to know just what the very latest fashion is, and just how far we can use it in your case, and meet your peculiar wants. When you come to us, we cater to your taste in clothing. We don't try to give you something you don't want.

No. 4237.

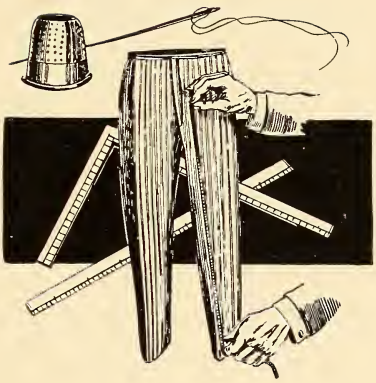


All-Wool

and as wide as you measure. That 's the kind of a suit you 'll get, if you order from us.

We guarantee a fit.

No. 4238.



You Get Measure

for measure here, and one hundred cents' worth of satisfaction for every dollar of your money. We are making suits in the highest style of the tailoring art. We are employing the latest patterns and the most substantial woolens. We are charging the same reasonable prices as heretofore.

No. 4239.

A Close Inspection

of our tailoring methods will convince you that we are business people, as well as masters of what is good form in men's wear. The clothes that we make to your order cost a very little more than the ready-made garments which fit but one in ten.

No. 4240.

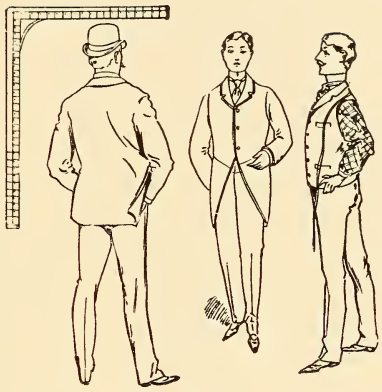
The First Spring Blossoms

mean a good deal in the tailoring world.

Proper preparation for spring necessitates lots of hustling, and gives lots of opportunities to the man who has an eye open for bargains.

If you want to get a handsome, stylish, well-made suit of clothes, we can give you just what you want at a very low price, if you come now. Drop in and let us show you what we can do for you.

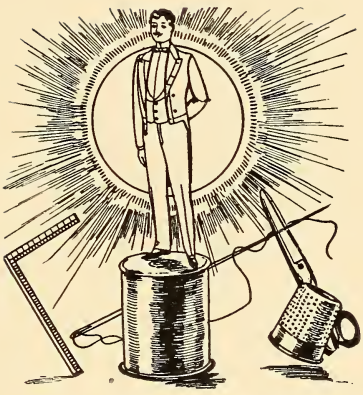
No. 4241.



A First-Class Tailor

can benefit a customer as much in the way of suggestion as he can in the matter of material and fit. If a customer selects a piece of cloth for a cutaway suit and we know the coat will look better cut in sack style, we will tell him so. Experience and a desire to please are two helpful lessons for a tailor to learn.

No. 4242.



If a Man Goes to a Tailor

for a suit of clothes, it means that the man wants something better than ready-made clothing. It stands to reason that made-to-measure garments contain individuality that can not be found in stock goods. Our service is such that we guarantee absolute satisfaction in every detail.

No. 4243.

Time and Money

can not bring you better clothes than we are turning out every day. Our experience, the skill of our cutters, the highest grade of all the materials we employ, and the personal supervision which we give to every order, help us to give the customer the genuine satisfaction that he feels he is entitled to.

No. 4244.

Mirrors and Eyes
Are Honest Critics,

but the best judge of what is best in clothing is the man who makes the clothes. We find it a simple matter to give absolute satisfaction when the customer is willing to accept an honest opinion merely for what it may be worth to him.

No. 4245.

Anybody Can Fit

a wooden model of standard proportions, but it requires an experienced tailor to fit the living man in the way he should be fitted. The first order that you give us will prove a personal recommendation to you of the highest sort, and each succeeding order is a strong indorsement of what has gone before.

No. 4246.

Perfection in the

Art of Dressing

well can never be obtained through the medium of the ready-made clothier. The clothing we make is made to fit every line and curve of your figure, and is as nearly perfect as clothes can be. Really moderate prices for really superior work.

No. 4247.

Each Garment That We Make

for you has that air of individuality so much sought by the fashionable man. We may not put better cloth into our clothing than you have had from another tailor at the same cost, but we assuredly give a man a fit that can not be improved upon.

No. 4248.

Men of Fashion

are sensible to the fact that having their clothes made here means the least inconvenience and the greatest satisfaction. Expert cutters that will give a perfect fit the first attempt, and experienced tailors to finish the garments in a manner that will leave no ground for complaint. Satisfaction assured.

No. 4249.

High-class Tailoring

is worth a first-class price, and you sacrifice something in the way of quality or making, if you attempt to pay less than we are asking. Having your clothes made by us insures your getting as good as money and brains can possibly produce, and you get protection in the way of a guarantee.

No. 4250.

Our Style Is Exclusive,

and worth in itself more than passing consideration. Men of particular tastes will do well to investigate our claim that the additional satisfaction they get from our clothes is really money in their pockets.

No. 4251.

Comfort, Ease, and Elegance

are three essentials to perfect clothing. These are the things which are responsible for the custom tailor's existence, and have helped us to build a reputation that is second to none. Give us a sample order, and learn the secret of our popularity. Satisfaction guaranteed.

No. 4252.

The Fabric Is but One Element

in a suit of clothes, but made by tailors of our reputation, the fabric is everything. We could not do shabby work, if we really tried; so all you have to figure upon is the quality of the cloth. Your eyes and fingers tell you what that is, in less than no time.

No. 4253.

Good Workmanship

and Good Materials

are essential to high-class tailoring. We are not high-priced tailors, and to pay much less than we ask is to sacrifice some of the good qualities that go toward making a man well dressed. We do not sacrifice anything in our tailoring establishment. We are particular in every detail.

No. 4254.

You Will Be Proud

of your clothes if you have them made here. We give perfect satisfaction in quality, fit, and finish. We take great pains with our customers. We want to keep their trade. If we get yours, we know that we will keep it, as we can give satisfaction in every detail.

No. 4255.

A Break in Wool.

We are having our usual break in woolens in order to make way for our fall stock. We can make a suit to measure at an exceedingly low figure, and give you as much satisfaction as you will get elsewhere for as much again as we ask. It won't be time wasted to look at our stock. It will save you money.

No. 4257.

Examine our Clothes,

and you will see that the patterns we show are the newest and the best. If you want a made-to-measure suit that has style, fit, and finish at a fair price, come to us.

No. 4258.

The Latest Thing in Cloth

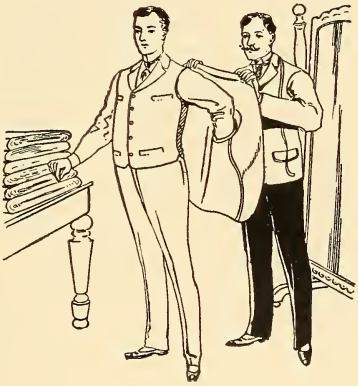
is always to be found at this tailoring establishment. If you have n't a good tailor, and are looking for one, try us. One trial will convince you that you can not get better satisfaction for the same money than we will give you.

No. 4260.

The Fit and Finish of Clothing

depend entirely upon human carefulness. A first-class tailor can give your garments the care that is needed. The result will be stylishly-made garments in the newest patterns, and they fit, like a glove.

No. 4261.



No Trouble to Please

you here. You are paying the money, and you are the one to be suited. And suit you we can, with a fine line of patterns, a perfect fit, and a moderate price.

No. 4263.

A Woman's Criticism

of what a man's clothes should be is pretty accurate. There can be no possible fault to find with your appearance if your clothes are made to measure in an expert way. The style of the garments we make is a sufficient guarantee for first-class work.

No. 4266.

We 're More Particular

about the fit than our customer himself. We consider our reputation staked on every suit and overcoat we make. That 's why we 're sure we can satisfy you. That 's why we ask you to give us your trade. We know that if you do patronize us, you will always be able to say : "Am thoroughly satisfied with my clothes."

No. 4267.

It Stands To Reason

that you will be more pleased with a suit when you have selected the pattern, had it made for you, and know that you look well in it. A great many men do themselves injustice by wearing clothes that do not become them.

We ask you to come, examine our exclusive, handsome patterns. We will tell you who we are making clothes for, and you will find the best-dressed men in town in that list.

No. 4268.

Evening Dress

must be faultless. You are doing yourself an injury if you allow a tailor to make your full dress suit who is n't thoroughly up in every detail. We have exceptional advantages for studying the styles, and we give you the benefit of all that 's new at prices asked by tailors who are a year behind time.

No. 4269.

The Club Man

knows how to dress and patronizes us. We know every latest fad. We know how to put that touch into a man's clothes that gives them individuality.

We have a line of suitings, overcoatings, and trouserings that was selected with great care.

No. 4270.

A Difference of Opinion

makes men seek a tailor. If all men thought alike about fabrics and styles, ready-made clothing would do first rate. Who wants to be one of ten thousand who wear the same stuff cut the same way — fitting each man a little bit and no man perfectly?

The correct dresser wishes some little individuality in his garments. Moreover he wants to know how and by whom they are made.

Fall patterns from the best domestic and foreign mills all ready to show you.

No. 4271.

Correct Dress for Men.

The busy man does n't have much time to think about his clothes. The safe thing and the wise thing for him to do is to go to a good tailor and put himself in his hands.

We believe that our customers are the best-dressed men in town, and you 'll find that, almost to a man, they rely on our judgment in the selection of their clothing. Come in and let us show you the newest patterns in imported and domestic goods.

No. 4272.

Webster Says

a goose is:—

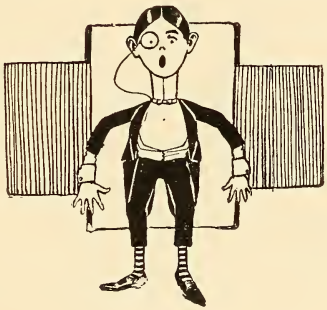
(1) A large, web-footed bird of the sub-family Anserinæ.

(2) A tailor's smoothing iron.

(3) A silly creature, a simpleton.

You can see the first in any barnyard. The second we can show you in our tailor shop. The third is the man who wears slop-shop, hand-me-down, ill-fitting clothes when at about the same price he can have us make him look like a gentleman in perfect fitting, stylish garments—you can see HIM on the street every day.

No. 4273.

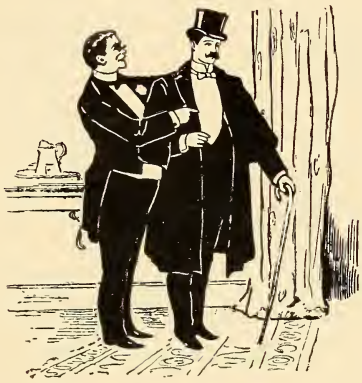


Clothes Make the Man

ridiculous more surely than anything else can. Take the dress suit, for instance. It 's a suit of necessity to every man who goes out in society, but it makes him an object of pity if it is not an exact fit, and does not conform to the latest style.

We make a specialty of dress suits that are correct in style, and tailored in the most superb manner.

No. 4275.



The Old Proverb

that "it takes nine tailors to make a man" may possibly mean that it takes nine trials to find the right tailor. You can save eight trials by coming here first. At this time in the year we can do considerably better by you than later. Not better in style, fabric, fit, or finish — that's impossible — but better in price. For example: —

No. 4276.

Very Much Depends

upon the right kind of clothing.

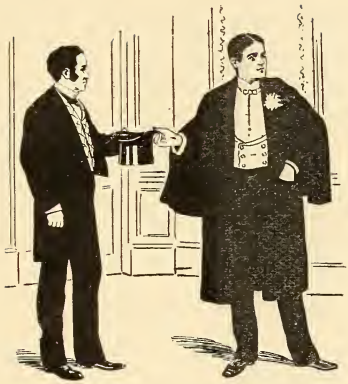
Success and ill-fitting clothing rarely go together.

To fit properly, your clothing must be made for you, made by such skilful and artistic tailors as ours are.

The cost? Not by any means what it's worth.

Come in and see for yourself.

No. 4277.



The Man Whose Clothes Fit

is the man whose clothes were made for him.

No man whose clothes were made for nobody in particular can be really well dressed.

The suit we make for you will not only look better at first, but it will wear longer and look well until it's fairly worn out.

No. 4278.

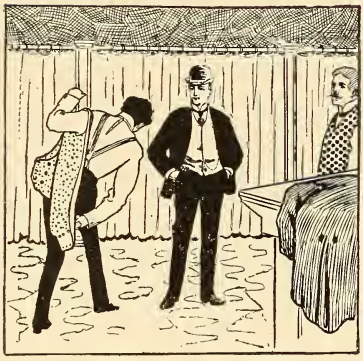
Fancy Vestings.

Your wardrobe is incomplete without fancy vests. Fashion says you must have them.

We have a line of the very freshest conceits in vestings of all sorts — very handsome and effective they are, too.

Come in and look them over.

No. 4279.



A Suit that Suits.

If a suit of clothes isn't precisely what you want it to be, in every detail, you'll never like it. Every time you look at it you'll think of its shortcomings instead of its good points.

The only way to get a suit that really suits you is to choose your own fabrics, and have them put together precisely as you want them.

This is the place to find the goods you want, and get the workmanship you want.

No. 4281.

Let Us Make It.

The wisest thing you can do about that summer suit is to let us make it.

You 'll be sure of the fabric, sure of the cut, sure of the style, sure of the fit, sure of the durability.

And you'll be sure that the price is away below the figure which such work as ours would cost you elsewhere.

No. 4283.

Come To-Day,

and let us take your measure for your fall suit. We have an exceptionally wide assortment of the choicest fabrics, of every description, and as you know, our work is as artistic and distinctive as high-grade tailoring can possibly be, and our prices are lower than those for which you can secure such service elsewhere.

No. 4284.

Have We Your Measure?

If not, come in and let us take it. The time has arrived when you can no longer get along without the proper fall and winter clothing.

To be suitable it must be made for you.

To be properly made, stylish, well-fitting and durable, we must make it for you. We are ready.

No. 4285.

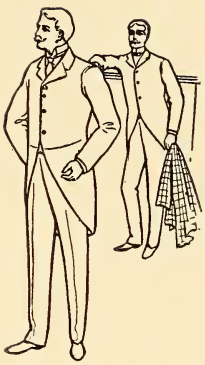
The Only Way

to get a suit of clothes that fits you is to have it made to fit you.

Our clothes will give you an air of distinctive, aristocratic elegance, in itself worth more, in a month, than our entire bill will amount to.

It's high time we had your measure for your winter garments.

No. 4286.



You 'll Be Proud

of the suit of clothes we make for you. Not only proud at first, but proud a long time, for it will not only be stylish and becoming, but it will last almost indefinitely.

No. 4287.

The Question of Fit

is handled by us in the most thorough and scientific manner.

Every garment we make is made to fit to perfection. It pays to have clothing that is at once elegant in appearance and extremely easy and comfortable to wear.

The clothes we make will please you from every point of view, and will wear so long and look so well as to make it the most economical clothing you can possibly buy.

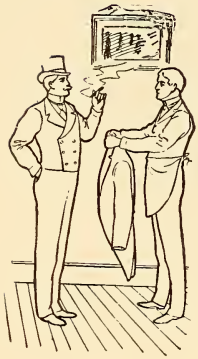
No. 4288.

Your Winter Overcoat

ought to be made here. It will fit you. It will look well. It will last you twice as long as the ready-made coat that costs almost as much.

For example, we will make you —

No. 4289.



The Art of Tailoring

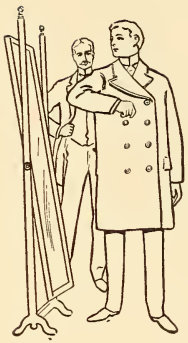
finds its highest development here. Not only are our fabrics always in the height of style, but superb tailoring guarantees a perfect fit and long serviceability.

No. 4290.

Now Is the Time

when you need the best clothes. The social season is just commencing. Let us make your winter suits — your business suit and your evening suit. They will be perfect from the tailoring point of view and perfect from your point of view — the most stylish and perfect-fitting garments money can buy.

No. 4291.



A Perfect Overcoat

is something every man desires, but you can't buy it everywhere you see a clothing sign. If you want a perfect winter overcoat, let us make it for you. Then you will know it is correct in every particular, and that it fits you in the way it ought to fit. Quality considered, the price will be very low.

No. 4292.

Make Your Choice.

If we make your clothes, you get a chance to select from a very wide variety of high-grade, stylish fabrics.

You get superb tailoring, too. Your clothes will fit you, and look well as long as they last; and they will last a very long time.

How about your winter garments?

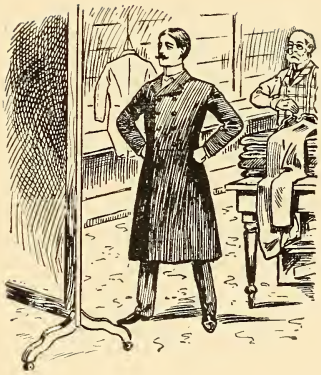
No. 4293.

We Are Extremely Careful

about our measurements, and take the utmost pains to see that every garment we make has an absolutely perfect fit.

If we make your clothes, you can feel confident that there is no better-dressed man in town than you. Your clothes will show that they were made for you by expert tailors, and will last you a long time.

No. 4296.



We Advise

our customers to always include a frock coat in their wardrobe. Young men as well as old men look well in them. We like to make them because they are the most graceful garment made that a man wears. We can secure a better fit for a frock coat than we can for any other garment—and that's not belittling our work on the other styles, either. Frock coats made to order—— $——.

No. 4297.

We'll Take Your Measure

and make your fall suit without any of those annoying delays characteristic of many tailors. It will be just the suit you want, too—perfect in fit and fabric.

Come in and select the materials. There's a beautiful array of the latest styles to choose from.

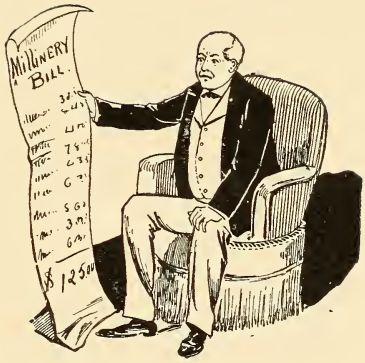
No. 4815.

The Man Admires the Woman's Togs,

and the woman admires the man's if we are his tailors.

It is as much your duty to your wife to dress well yourself as it is to pay for handsome things for her to wear.

No. 4832.



Your Wife's Bill

worries you. It makes you feel that you must economize on your own clothes. But it won't be economy for you to go to a second-class tailor because he cuts a few dollars under our prices. You 'll pay less per year for your clothes if you pay our prices than if you get cheaper clothes than we make.

No. 5155.

The Flag Goes Up

in many strange and remote places nowadays. It goes up to stay — and it means civilization, prosperity, and happiness wherever it floats.

We have raised the flag of low prices in this town. It has gone up to stay. It means satisfaction and economy. It stands for the best tailor-made suits and overcoats at the lowest possible prices — better goods and lower prices than ever before.

No. 7019.

Durable Garments

do not always feel comfortable, and comfortable garments are not always durable.

When you patronize us you are sure of getting clothes that are durable, and stylish, and comfortable. And our prices are low at that.

No. 7021.

Our Tailorshop Mottoes

attract attention because people know that we always mean exactly what we say.

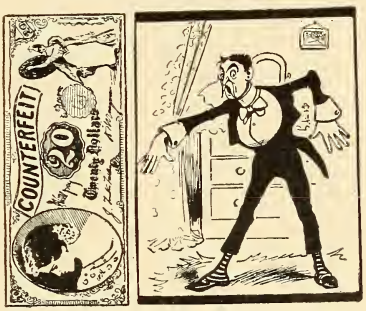
And our mottoes tell a story that should bring a trial order from every man.

No. 7022.

Men in Dress Suits

display the ability or lack of ability, as the case may be, of their tailors. And they display it strikingly, too.

If you don't have us make your dress suit, it is very likely that some inaccuracy about it will make the fact obvious.

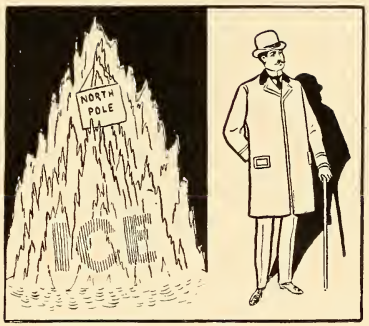


A Counterfeit Bill
and a Ready-Made Suit

are a good deal alike. Neither will do good service.

The only satisfactory clothes are those we make. And that is because we charge a fair price, and then do our best to earn it, and to make sure of holding all of our customers right along.

No. 7024.

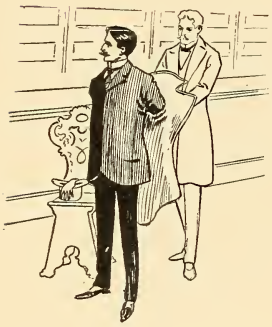


The North-Pole Temperature

is completely shut out by those heavy, wind-proof overcoatings of ours. And they are as stylish as comfortable.

$—— is the price.

No. 7025.



Clothes That Are Trim and Perfect

in every respect are the kind we make. Tailoring is called a trade, but it is really an art. And ordinary artists can't make the kind of trim clothes you want.

We are decidedly above the ordinary. We are classic artists in tailoring.

Our prices are moderate.

No. 7028.

A Man with too Much Money

can't afford to spend it with other tailors because other tailors can't give him the comfort and the style that we can.

Our prices are moderate, but there's nothing ordinary about our work.

No. 7031.

We Charge Enough

to pay for the kind of clothes you want, but we don't charge a cent too much. And we don't have a sliding scale of prices, and tell each man that we will make a special price "seein' it's you."

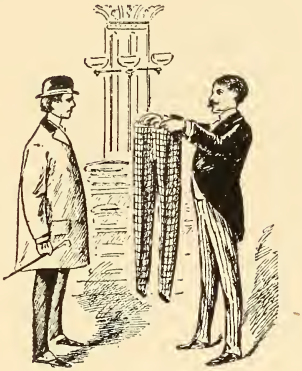
No. 7032.

The Final Corrections

are what count in our shop. We don't make trifling mistakes, because a few trifling inaccuracies just spoil a coat.

Perhaps other tailors can do work that is nearly good enough for you, but — well, you want our work, don't you?

No. 7033.



Our Specialty

is the making of trousers for those who appreciate an aristocratic aspect.

We don't charge very stiff prices, but we do make them look costly.

No. 7034.

The Newness of a Suit

may be dissipated in a short time, or it may be retained for a long time. It depends upon who makes the suit.

We do a variety of things that other tailors do not do to make a suit hold its shape. It makes our suits cost just a little more and worth a whole lot more.

No. 7035.

Warmth and Style

are what you'll get if we make your overcoat.

You can get the warmth elsewhere, but you can't get the individual style that we put into coats by patronizing any of our imitators.

No. 7036.

For a Formal Occasion

you should wear the best dress suit we can make. You can't afford any other kind because other kinds cost as much and are not worth nearly so much.

Right now, at the opening of the season, we are making lots of dress suits, and we want to make you look as well as other people.

No. 7037.

A Suit from Our Shop

is invariably strikingly attractive. All other tailors try to imitate our style, but the results are always far from our kind of results.

You can't afford a tailor-made imitation of a good suit any more than one that is ready-made.

Come to us.

No. 7038

A Suit from Our Shop

can be "spotted" every time. It has a trim, dressy effect that other tailors can not equal, and that is not even imitated by the makers of ready-made goods.

No. 7039.

If You Want to Contribute a Little

to charity, that is all right, but don't patronize a poor tailor simply "because he needs the work." You won't prosper as well and have as much money to contribute if you wear ill-fitting clothes.

The clothes we make are the cheapest because they are the best.

No. 7040.

What Will You Wear

at the seaside? We 'll show you if you 'll step in. We have the cloth — just exactly the cloth you should have made up. And now is the time to have it made up.

Perhaps we have your measure, and in that case, it won't take you more than two minutes to order.

No. 7041.

The Summer Suit

needn't be an expensive one. We make very low-priced suits that are excellent.

We can probably equip you for the season for a good deal less money than you imagine.

Better drop in and find out.

No. 7042.

The Man Who Wears
Ready-made Clothes

isn't generally a prosperous man.

When a man is so injudicious as to buy ready-made goods, it is but natural that he should be otherwise injudicious.

Our clothes promote prosperity.

No. 7043.

Our Work

and the work of other tailors may be very similar in many cases. The difference may be only a quarter or a half an inch, here and there. But that difference "looks a heap." It is a surprisingly big difference when the two kinds of work appear side by side.

No. 7046.

The Same Old Customs

prevail in many tailor shops that were the "proper thing" many years ago. But not so in our shop. We are right up with the times, and the times have to move lively lest we get ahead of them.

No. 7047.

Comfortable Clothes

don't come from the ready-made store. Many people get hardened to them and think they are comfortable, but the right sort of a tailor-made suit will dispel the idea every time.

If you wear ready-made clothes, try a change. It will pay you.

The Products of
Our Tailorshop

please the most critical people because we put forth every possible effort to do absolutely perfect work.

We can please you better than any other tailor can. We are sure about it.

No. 7049

The Change in Fashion

is continual. You can never be up with the times if you buy ready-made goods. You will save money and keep pace with the times if you come to us. Other tailors can not do as well by you.

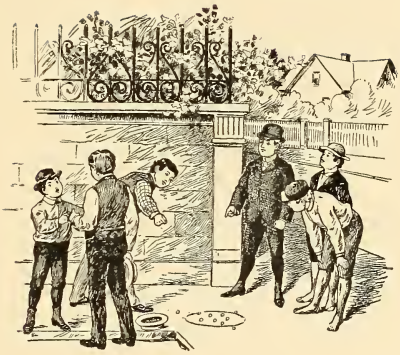
No. 7050.

When You See
Swell Society People,

you see specimens of our unique tailoring every time. We pretty nearly have a monopoly on the high-class business of the city, but we don't want you to think that that means high prices.

Our prices are very moderate.

No. 7052.



A Game of Chance.

That's what business is. And your chances will be a good deal better if you wear tailor-made clothes than if you go about obviously ready-made.

There's food for serious thought in that assertion.

No. 7053.

You Can Judge the Man by His Clothes.

You can single out our customers at a glance.

No one else makes such perfect-fitting clothes as we do. And yet lots of tailors charge as much.

Ads and Catch-Lines

From Various Sources.

Put a young man into a good tailor-made suit, and he is very likely to put himself into a good position.

The tailor who makes desperate claims is likely to be in desperate financial circumstances, and when he gets a customer, will try to make too much money all at once. We are consistent under all circumstances.

The difference between our clothes and those made by other tailors is just as marked as the difference between our customers and the class of people who patronize the cheap tailors.

Of course you don't believe a tailor when he claims to make a thirty-dollar suit for fifteen dollars. Our price for a thirty-dollar suit is thirty dollars.

Every progressive young man desires to mingle more or less with those above him in order that he may reach a higher plane himself. And a good tailor-made suit will do a great deal toward gaining such privileges.

No suit is good enough for you if it isn't as good a suit as we can make.

Of course there are arguments in favor of ready-made clothes, but how about the contra-arguments? When a man thoroughly considers both sides of the question, he generally concludes that the ready-made side of the question isn't worth much consideration.

The man who tries to get too much for his money invariably gets too little. We give the biggest possible values for any given price.

Don't order a suit because it is cheap. Order it because it will be becoming, and durable, and comfortable. The best is the cheapest. We make the best.

When our competitors say mean things about us, it generally means that our suits are so good that we are pretty bad competitors.

A tailor can not work as cheaply as the dirty, half-paid, half-fed "sweat-shop" people who make ready-made clothing. And when a tailor talks about making a suit for the price of a ready-made suit, you can be sure that you don't want it. Neither do you want the ready-made suit. Our prices are as low as are consistent.

"Long experience" is a great disadvantage to a tailor when it signifies old age, hence non-progressiveness. We are young, and have had ample experience, and are strictly up-to-date.

The man who never buys anything until he can buy the best, is generally a prosperous man. That kind of a rule is almost sure to bring prosperity every time.

In making a suit we offer advice when it is wanted and we accept advice when the customer desires to give it.

If you don't patronize a prosperous tailor, your are pretty sure to get a poor "bargain."

We are making more money than any other tailors, but that does n't imply that our prices are high. It implies that our prices are moderate and that we do the best work.

Every now and then you are confronted with the question: "Who is your tailor?" It 's worth quite a lot to say: "———, of course."

The tailors who cut under our prices are the ones who have n't a class of custom that warrants carrying our grade of suitings. Quality considered, their prices are really higher than ours.

The kind of tailoring we do is the kind that other tailors wish they could do.

You never hear any of our customers say anything about our prices being high. And we have decidedly "the lion's share" of customers, too.

If you've always worn twenty-dollar suits, try a forty-dollar suit just once. It will doubtless prove a big object-lesson to you, and you'll enjoy learning the lesson, too.

It takes a long time to find out how long one of our suits will wear. Try it.

You may be under the impression that our customers are extravagant dressers. If so, just ask one of them how much he spends in a year for clothes. Then figure up how much you spend for cheaper clothes. You'll doubtless be surprised to find out that what may look like extravagance is really the best kind of economy.

It is the most natural thing in the world for the ready-made clothing man to claim that his goods are just as good as if they were tailor-made. And it is just as inconsistent as it is natural.

We have no ax to grind, and our shears are always sharp.

The mania for low prices has resulted in the purchase of inferior suiting by tailors pretty generally. The fact is that we now have the only first-grade stock of goods in the city. We charge a little more than other tailors charge because our goods are better, and because our customers want these better goods.

If you can't readily see the difference between the suits we charge thirty dollars for and the "just as good"(?) ones that others make for twenty-five dollars, it will certainly pay you to drop in and let us explain. The fact is that others couldn't duplicate ours at our price.

These thirty-five-dollar suits are not the best in the whole world. They are simply the best that can be made for thirty-five dollars. They are better than any other tailors will make at that price. They are good enough for most occasions.

The people who write jokes about tailor-made men are the class of people who wish they were thrifty enough to be tailor-made men themselves.

Perhaps you can't see the difference between our thirty-dollar suits and the thirty-dollar suits that other tailors are making, but we'll wager that that young bride of yours can.

It is just as essential to wear good clothes as it is to give her choice bonbons.

The rich man who enjoys wearing poor clothes does n't usually enjoy first-class company.

Some people think it is smart to be a little slouchy in dress, but the people who are n't quite so smart generally make more money.

A tailor is n't likely to believe in any kind of up-to-date methods that he is not equal to. That 's why other tailors say mean things about our methods.

We buy direct from the mills, so our customers pay no middlemen's profits. Most tailors do business on such a small scale — a "hand-to-mouth" basis — that they necessarily have to buy from jobbers in order to serve their customers with a reasonable degree of promptness. And their customers have to pay the profit to the jobber.

If ready-made clothes were as well made as tailor-made clothes, they would have to sell at the prices of tailor-made clothes. And then there would be no reason why anybody should buy ready-made clothes.

When a competitor claims to equal our work, we feel complimented. If he really could equal it he would certainly claim to surpass it.

If you are going to some other tailor to have a suit made and want one as good as our twenty-five-dollar suits, we would advise you to pay about thirty-five dollars for it.

If you always patronize the most prosperous people, you are pretty sure to get your money's worth. Those who are tricky are not among the most prosperous.

Some tailors seem to think that the biggest claims ought to bring the most business. The surprising thing about that is that they don't learn better.

Did you ever try ordering your spring suit three weeks too early? Those who have tried it find that that is just about the right time to order.

There's no law against stealing the style that has made Rudyard Kipling famous, but no one can steal it. The same is true with the individual style we put into the clothes we make.

No tailor ever made a better suit, but lots of them charge more.

You 'll probably find that that "extra" five dollars we charge ("extra" according to the claims of our competitors) pays for the extra five dollars' worth of style and quality which you want, and which our competitors can not furnish.

Our great success is due to the individuality of style we put into suits. You can not get our peculiar individuality anywhere else at any price. No one can sell what he does not have.

If you are going to be a tailor-made man, you will be wise to let us make you.

Certainly we make twenty-dollar suits, but we don't call them twenty-five-dollar suits.

The people who think our prices are high are the people who do not know how good our suits are.

One of our customers said: "Yes, the price did seem just a little bit stiff, but, gee, how the suit did wear. It was the most profitable investment I ever made." You 'll think that way, too, if you 'll try us.

It generally takes the life right out of a suit to have it made five dollars cheaper than it should be. It would certainly be better, as a rule, to pay five dollars too much than five dollars too little.

So many tailors claim to excel all others that you probably don't know who to believe. You can certainly afford to give us one trial, and we are sure that that will enable you to appreciate the accuracy of our claims.

Of course other tailors make suits nearly like we do, but the little difference is of great importance. It is responsible for the big difference between our prosperity, and our competitors' prosperity.

The object of paying us just a trifle more than other tailors charge, is to get our vastly superior work. Reason enough, is n't it?

We may be a trifle hard-hearted to speak of it, but it really is amusing to see second-grade tailors endeavor to secure first-class custom by charging third-class prices.

The only way our competitors could cut into our business would be to do the kind of work we do. And not a one of them can do that.

Many a good man conceals his identity in a ready-made suit. If three and a quarter yards of good material in the hands of the tailor does not make the man, it certainly gives him greater power among men.

"A special reduced price" generally means that the lining is a grade cheaper, and that the buttonholes are not worked quite as carefully as usual, and that the pockets will wear out sooner, and that while the difference is n't apparent at a glance, the suit really is worth more than five dollars less. We don't have special reduced prices. We always charge the right prices.

The great majority of the most prosperous men in town patronize us. What do you think of their judgment?

Trousers made to measure, $6.50, of stuffs regularly worth $10 to $12. Some stores are getting those prices. Right they should.

A fully equipped staff of expert cutters who are at the service of those who 'd rather have tailored-to-measure clothes.

If we were to reduce our prices, we would have to slight our work, and buy cheaper suitings. And if we should do that we would be right on a level with our envious competitors.

Nature does n't treat all men alike. Apollos are n't plentiful where experience shows ninety-nine of the one hundred to be imperfect. Our tailors at your service. Pay only ready-made prices.

THE TAILORING BOOK.

A man lives so much in his clothes that comfort and style should always be a part of their "make-up." The ——— method of tailoring almost infallibly provides for making every man appear "at his best," because it includes stuff, style, and comfort. Stop, and inquire about this method.

Satisfactory tailoring at satisfactory prices.

Those all-wool, made-to-personal-measure suits by our method of merchant tailoring are full of dainty touches, and happy new tailoring ideas, and have about them "that indescribable something" which always makes the merchant-tailored suit.

Revised prices in high-class tailoring. The style and general workmanship of our made-to-order clothing is the same to-day as it always has been. But the prices have been changed. That is the sole difference between our made-to-order clothing as you know it, and as it is. None of the goodness you have always looked for has been skipped for the sake of establishing the very moderate prices now in force.

The problem of lowering cost without touching quality, except to improve it, isn't an easy one. But we succeed enough to give you new advantages constantly.

The way to win a woman is no secret to the man, but a nice suit of clothes, well made, such as we are now making at special low prices, will help you.

We got an idea once — an idea that everybody would wear tailor-made clothes if prices for good work were lower; and we acted on it.

Ready-made suits are all right for dummies. If you want a perfect-fitting suit, that will cost you no more than you have to pay for a dummy suit, we will make it for you. All garments made by us are kept in repair one year free.

PLEASANT REFLECTIONS. — There are pleasant reflections in our big triplicate mirror when a customer, who is buying our kind of made-to-measure clothing for the first time, discovers that his new suit fits at the first trying on. That makes him smile.

An immense variety of suitings, and all at business-bringing prices. Here is our leader :—

The tailors who say a great deal about low prices, and nothing at all about qualities, are the ones whose prices are very low and whose qualities are a good deal lower.

The right kind is the kind that gives you satisfaction at the lowest cost,— isn't that it? If you are not already acquainted with the character of our merchant tailoring and our prices, we honestly think it will profit you to investigate both. We are not "cheap tailors," although we do tailoring cheaply. We intend that you shall be happy in your transaction with us as long as the suit lasts — not merely for a week or two "Cheap tailoring," in the common sense, can not accomplish this. We turn out the very best possible kind of work, at the very lowest possible price; that 's the whole story, and it 's a story that 's being told of us all over the State by a great many highly pleased customers. If you try it once, we 'll have you saying the same thing.

It ought n't to be, but sometimes it is, that sellers of cheap goods ruin the sellers of good goods. It happened to the maker of splendid worsted for men's wear — and the receivers sold the goods cheaper than the maker could possibly have done. That is why we can take orders for $8.50 trousers at $6.50 — probably during all of to-day and some of to-morrow. Not a skimp. Our best tailors will make the garments, and we 'll use exactly the trimmings used in the $8.50 trousers regularly. Nothing different but the price.

Warm clothes are in demand. You place the order; I 'll do the rest.

Renewed activity in business circles has given such an impetus to our trade that orders are flowing in in numbers to almost overwhelm us. We must have struck the keynote of popular favor with the suits and top-coats that we make to order for ———

Your outings will be made doubly enjoyable by wearing a suit of feather-weight serge, the lightest cloth woven. Will help preserve your mental equilibrium on the hottest days.

To dress badly and play poor golf is a horrible combination.

We can help you as far as dress goes.

Of course you can get a suit made for a good deal less money, but, honestly, do you think you want it? If you think so now, you 'll probably think otherwise after you 've worn it a short time.

Tailors' prices are rarely too high, except in the cases where they make very cheap suits.

You say our prices seem high, but, Mr. Wise Man, don't our qualities seem more than equally high? And don't you want the highest quality?

We 'll wager that the tailor who pretends to believe that our business does n't amount to much would be glad to swap his stock and customers and general prosperity for ours.

Some people think we ought to work as cheaply as other tailors do, but these same people admit that they would n't be satisfied with other tailors' work.

It is certainly strange that a ready-made clothing man will insist that his clothes are just as well made as a tailor would make them when he knows that the buttons are not properly sewed on, and that the seams are weak, and that the linings are inferior, and that they hardly ever fit well, and that his claim is extravagant from every point of view.

Ready-made clothes really do look well on a dummy, and that seems to be exactly what they are made for.

Ready-made clothing men are always talking about selling thirty to forty dollar suits for fifteen dollars. That is liberal, but there are lots of more liberal gold-brick propositions.

You 'll observe that the "tailor-made men" are a pretty smart class of people. Tailor-made clothes and brains seem to go together all right.

Some prosperous men go about wearing poor clothes, "just to set an example," to show young men that expensive clothes are not essential to success. But the young men generally follow better examples.

An employer generally likes to have the young men in his office well dressed. Ten dollars more than usual, rather than ten dollars less, spent for a tailor-made suit, may have a good deal of weight when you ask for a raise of ten dollars a month in your salary.

Other tailors say that we charge too much for style. If any other tailor could put as much style into a suit of clothes as we can, he would certainly share our prosperity, and people would be glad to pay him our prices.

There is just one reason why we do such a large business, and that is because there are a large number of people who want the kind of clothes we make.

When tailors offer to duplicate our suits at half our prices (and fail to hurt our business), they probably wonder why advertising does n't pay. Advertising does pay, but misrepresentation does n't.

Other tailors don't seem to be satisfied with our business, but we are. And our customers are satisfied with our work.

If you are too stout, we can make a suit for you that will deceive folks a good deal about your stoutness. And that 's an art that no other tailors have mastered.

Our competitors who offer to cut our prices in two must think that they have gotten into a town that is too stylish. And they think about right.

Our competitors are pretty liberal. They charge less than our prices and throw the wrinkles in extra.

When a man comes to us and says that So-and-so will make a suit ten dollars cheaper, we usually ask him why he does n't have So-and-so make it. The invariable answer is: "Well, I like your work better." That 's just the point. Our work is better. It takes more time and earnest effort to make it better. And the "extra" ten dollars is the right price for the extra work.

When a tailor calls a man a "crank," it is a sure sign that the man knows what he wants and that the tailor is n't capable of making it. We can suit any man, and therefore we know no cranks.

The people who think that ready-made clothes are all right, are the ones who never have worn a tailor-made suit.

THE TAILORING BOOK.

You can't buy gold at the price of silver. Nobody expects to, and that 's just the reason we keep busy and our competitors do not keep busy when our prices are the highest. People are willing to pay our reasonable prices for our high-class work.

Record of Advertising Contracts.

With .....

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Remarks:

Daily Sales and Advertising Record

A concise record of your daily sales and the daily cost of your advertising will be found invaluable. For this purpose the following twelve pages have been arranged. Very little time will be required to keep this record, the form being the simplest possible.

After you have kept it carefully for a few months, you will find that it will indicate with a good deal of certainty just what your advertising is doing for you.

The longer you keep it, the more interesting and valuable it will become, and the more incentive there will be to make each month's business exceed that of the preceding month, or that of the corresponding month of the preceding year.

Try it. Commence with yesterday's sales—not with to-morrow's.

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INCREASE (Sales), $..... **DECREASE** (Sales), $.....

LAST YEAR—FEBRUARY—THIS YEAR

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INCREASE (Sales), $ ..... DECREASE (Sales), $ .....

LAST YEAR – MARCH – THIS YEAR

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INCREASE (Sales), $ ..... DECREASE (Sales), $ .....

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INCREASE (Sales), $..... **DECREASE** (Sales), $

LAST YEAR — MAY — THIS YEAR

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INCREASE (Sales), $ ..... DECREASE (Sales), $

LAST YEAR – JUNE – THIS YEAR

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LAST YEAR — JULY — THIS YEAR

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INCREASE (Sales), $..... DECREASE (Sales), $

LAST YEAR – AUGUST – THIS YEAR

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LAST YEAR—SEPTEMBER—THIS YEAR

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LAST YEAR – OCTOBER – THIS YEAR

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LAST YEAR – NOVEMBER – THIS YEAR

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INCREASE (Advertising), $..... DECREASE (Advertising), $.....

INCREASE (Sales), $..... DECREASE (Sales), $

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THE TAILORING BOOK

By CHARLES AUSTIN BATES